

**MINUTES OF THE  
WORKFORCE SERVICES AND COMMUNITY  
AND ECONOMIC DEVELOPMENT INTERIM COMMITTEE**  
Wednesday, May 19, 2004 – 9:00 a.m. – Room W25 House Building

**Members Present:**

Sen. Scott K. Jenkins, Senate Chair  
Rep. David N. Cox, House Chair  
Sen. Karen Hale  
Sen. David L. Thomas  
Sen. Carlene Walker  
Rep. Jeff Alexander  
Rep. Brent H. Goodfellow  
Rep. Gregory H. Hughes  
Rep. Dana C. Love

Rep. Steven R. Mascaro  
Rep. Karen W. Morgan  
Rep. LaWanna "Lou" Shurtliff  
Rep. Peggy Wallace

**Staff Present:**

Mr. Art L. Hunsaker, Policy Analyst  
Mr. James L. Wilson, Associate General Counsel  
Ms. Glenda S. Whitney, Legislative Secretary

**Note:** A list of others present and a copy of materials can be found at <http://le.utah.gov> or by contacting the committee secretary, Glenda Whitney, at 538-1032.

**1. Committee Business**

Chair Cox called the meeting to order at 9:16 a.m.

**MOTION:** Rep. Mascaro moved to approve the minutes of April 21, 2004. The motion passed unanimously, with Rep. Alexander and Rep. Hughes absent for the vote.

**2. Staff Report**

Mr. Hunsaker distributed handouts and presented an overview of statutes allowing counties to assess taxes for tourism promotion and the development, operation, and maintenance of tourist, recreation, cultural, and the convention facilities, and the "UTC On-Going General Fund Appropriation FY 2004-05 Base Budget Distribution." He reviewed recent tourism legislation.

After Committee discussion on the promoting of tourism, a copy of the report, "A performance Audit of Tourism Promotion Funding in Utah - November 2000," was requested and distributed to the Committee.

**3. Tourism Issues**

Ms. Teri Burns, Executive Director, Utah Hotel and Lodging Association, distributed and presented an overview on a folder of information on the state's lodging industry and its relationship with tourism. She reviewed the lodging industry's economic impact on the state for the year ending May 2003, and the Rocky Mountain lodging report ending December 2003. She concluded the presentation with a chart that projected state tourism budget comparisons FY 1990 to FY 2003.

Mr. David Harmer, Executive Director, Utah Department of Community and Economic Development, commented on the transient room tax rates placed on lodging for Utah.

Ms. Melva Shine, President and CEO, Utah Restaurant Association, briefed the Committee on the make-up, activities, and tax revenues related to the restaurant industry of the state.

Mr. Kip Pitou, President, Ski Utah and President, Utah Tourism Industry Coalition, discussed the image of the state and the revenue sources used to promote tourism.

Mr. Brent Gardner, Executive Director, Utah Association of Counties, offered testimony regarding funding to promote tourism and county tourism taxes.

Mr. David Harmer, Executive Director, Utah Department of Community and Economic Development, discussed the promotion of tourism on a statewide basis and the need to more effectively advertise the Utah Brand. He suggested a broader-based revenue solution might be more effective in promoting tourism in Utah.

#### **4. Committee Discussion**

Committee members were invited to attend a travel industry meeting on May 27, 2004.

#### **5. Other Items / Adjourn**

**MOTION:** Rep. Goodfellow moved to adjourn the meeting. The motion passed unanimously, with Sen. Jenkins and Rep. Alexander absent for the vote. Chair Cox adjourned the meeting at 11:30 a.m.